



**CONSUMER'S PERCEPTION ON CHARACTERISTICS OF FOOD  
PRODUCT'S PACKAGING TOWARDS CONSUMERS BUYING BEHAVIOUR**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

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**“DECLARATION OF ORIGINAL WORK”**

I am, Nurul Syafiqah Binti Ismail, (I/C Number: 951002-10-6284).

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

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## LETTER OF SUBMISSION

JANUARY 2019

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

73500 Melaka.

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**CONSUMER’S PERCEPTION CHARACTERISTICS OF FOOD PRODUCT’S PACKAGING TOWARDS CONSUMERS BUYING BEHAVIOUR**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

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NURUL SYAFIQAH BINTI ISMAIL

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING

## **ABSTRACT**

This research purpose is to study the consumer's perception on characteristics of food product's packaging towards consumer buying behavior. There are varieties of characteristics of food product's packaging that can lead to consumer purchasing. In this study, four (4) roles were adopted which is packaging color, packaging material, design of wrapper and printed information. These studies were focus for population of gen Y in Melaka Tengah. 200 sets of questionnaires were distributed and only 185 were returned. The results from this study found that design of wrapper is the characteristics that give the most impact towards consumer buying behavior. Convenience sampling was the sampling method for this study. The data of correlation and regression was analyzed by using SPSS.